

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Alejandro Lopez

DATE: November 24, 1992

FROM: Shari Teitelbaum

SUBJECT: **Marketing Perceptions - \$24,500**

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct a total of twenty-eight (28) in-depth interviews to explore reactions to Merit Ultima Advertising.

Budget:

The cost of conducting this research is \$24,500 \pm 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting this type of research.

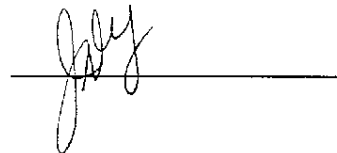
Shari Teitelbaum



Alejandro Lopez



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